INDEX TO VOLUME 39, NUMBERS 1 TO 6 — 1961

AUTHORS AND ARTICLES

(*Number* — Page)

ALDIS, OWEN, Of Pigeons and Men. 4 59
AMMER, DEAN S., Purchasing for Profits. 3 135
ANDREWS, KENNETH R., Reaction to University Development Programs. 3 116
ANTHONY, ROBERT N. (coauthor), Who's That? 3 65
ARTHUR, HENRY B., Help From the Company Economist. 5 80
AUSTIN, ROBERT W., Code of Conduct for Executives. 5 53

BALASSA, BELA (coauthor), New Look at Money and Credit. 6 70
BARANSON, JACK, Thinking Ahead: New Technologies for Emerging Economies. 4 144
BAUMHART, RAYMOND C., S.J., Problems in Review: How Ethical Are Businessmen? 4 6
BENNION, EDWARD G., Econometrics for Management. 2 100
BENNIS, WARREN G., Keeping Informed: Revisionist Theory of Leadership. 1 26
BERNSTEIN, PETER L., The Trojan Horse of Population Growth. 2 78
BLUM, ALBERT A., Collective Bargaining — Ritual or Reality? 6 63
BULLOCK, HENRY ALLEN, Consumer Motivations in Black and White: I. 3 89
—— Consumer Motivations in Black and White: II. 4 110
BURLINGAME, JOHN F., Information Technology and Decentralization. 6 121
BUSCH, GERALD A., Prudent-Manager Forecasting. 3 57

CAMPBELL, EDWIN D., Stock Options Should Be Valued. 4 52
CHAMBERLAIN, CLINTON J., Coming Era in Engineering Management. 5 87
CHAMBERS, ROBERT L., How Not to Sell Your Company. 3 105
CHERINGTON, PAUL W. (coauthor), The Company Representative in Washington. 3 109
CLAUSER, HENRY R., Thinking Ahead: The Materials Age. 3 6
CLEE, GILBERT H. (coauthor), New Patterns for Overseas Operations. 1 65
CORSON, JOHN J., More Government in Business. 3 81
COX, DONALD F., Keeping Informed: Clues for Advertising Strategists: I. 5 160
—— Keeping Informed: Clues for Advertising Strategists: II. 6 160
CUNNINGHAM, ROSS M., Customer Loyalty to Store and Brand. 6 127

DANIEL, D. RONALD, Management Information Crisis. 5 111
DEARDEN, JOHN, Problem in Decentralized Financial Control. 3 72
DEMOS, RAPHAEL, The American Image of Success. 2 45
DRUCKER, PETER F., This Competitive World. 2 131
DUNLOP, JOHN T. (coauthor), Industrialism and World Society. 1 113

EWING, JOHN S., Keeping Informed: Patterns of Delegation. 4 32

FINN, DAVID, The Price of Corporate Vanity. 4 135
FISCH, GERALD G., Line-Staff Is Obsolete. 5 67
FLOOD, KENNETH U., Questions in Company-Operated Transport. 1 127
FOEGEN, JOSEPH H., Product Mix for Fringe Benefits. 4 64
FORD, HENRY, II, Stock Options Are in the Public Interest. 4 45
FOSTER, KENNETH E. (coauthor), Global Plan for Salary Administration. 5 62
FURASH, EDWARD E., Problems in Review: The Case of the Perplexed President. 3 144

GADDIS, PAUL O., Thinking Ahead: The Age of Massive Engineering. 1 138
GILLEN, RALPH L. (coauthor), The Company Representative in Washington. 3 109
GREYSER, STEPHEN A., Problems in Review: The Case of the Befuddled Brewers. 2 136

HARBISON, FREDERICK (coauthor), Industrialism and World Society. 1 113
HARRISON, JAMES C., JR., How to Stay on Top of the Job. 6 100
HETRICK, JAMES C., Mathematical Models in Capital Budgeting. 1 49

JOHNSON, ARTHUR M., Keeping Informed: Business History for the Businessman. 3 32
JOHNSON, ROBERT W., More Scope for Credit Managers. 6 109

KAHN, GEORGE N. (coauthor), Specialize Your Salesmen! 1 90
KERR, CLARK (coauthor), Industrialism and World Society. 1 113
KEYES, LANGLEY CARLETON, Profits in Prose. 1 105
KOCH, EDWARD G., Keeping Informed: Three Approaches to Organization. 2 32

LAWSON, THEODORE R. (coauthor), Global Plan for Salary Administration. 5 62
LINDSAY, FRANKLIN A. (coauthor), New Patterns for Overseas Operations. 1 65
LIPSTEIN, BENJAMIN, Tests for Test Marketing. 2 74
LONGSTREET, VICTOR M., Management R & D. 4 125

MCCARTHY, GEORGE D., Premeditated Merger. 1 74
MCMURRY, ROBERT N., The Mystique of Super-Salesmanship. 2 113
MCNAIR, MALCOLM P., Thinking Ahead: Challenge of the 1960's. 5 26
MILES, STEPHEN B., JR., The Management Politician. 1 99
MILLER, DUDLEY L., The Honorable Picnic: Doing Business in Japan. 6 79
MILLS, HARLAN D., Marketing as a Science. 5 137
MYERS, CHARLES A. (coauthor), Industrialism and World Society. 1 113

NEWMAN, LOUIS E., Diseases That Make Whole Industries Sick. 2 87

O'MEARA, JOHN T., JR., Selecting Profitable Products. 1 83
OXENFELDT, ALFRED R., Scientific Marketing: Ideal and Ordeal. 2 51

PATTON, ARCH, Executive Compensation in 1960. 5 152
—— What Is an Executive Worth? 2 65
PHELPS, D. MAYNARD, Soviet Marketing — Stronger Than We Think. 4 69
PITCHER, ALVIN, The Importance of Being Human. 1 41
PRENTICE, W. C. H., Understanding Leadership. 5 143

QUINN, JAMES BRIAN, Long-Range Planning of Industrial Research. 4 88

SAVAGE, CHARLES H., JR., Let's Listen to Latin America. 4 103
SCHELLING, T. C., Thinking Ahead: Arms Control Will Not Cut Defense Costs. 2 6
SEARS, MARIAN V. (coauthor), Who's That? 3 65
SELEKMAN, BENJAMIN M., Businessmen in Power. 5 95
SHUCHMAN, ABRAHAM (coauthor), Specialize Your Salesmen! 1 90
SOUERWINE, ANDREW H., More Value From Personnel Testing. 2 123
STERNLIEB, GEORGE, Problems in Review: Is Business Abandoning the Big City? 1 6
SUGGS, ROBERT C. (coauthor), Thinking Ahead: Business Can Save 70,000,000 Lives. 6 6

TILLES, SEYMOUR, Understanding the Consultant's Role. 6 87

VANCIL, RICHARD F., Lease or Borrow — New Method of Analysis. 5 122
—— Lease or Borrow — Steps in Negotiation. 6 138

WAJDA, GERALD F. (coauthor), Global Plan for Salary Administration. 5 62
WALKER, ROSS G., The Judgment Factor in Investment Decisions. 2 93
WALLICH, HENRY C., Cooperation to Solve the Gold Problem. 3 47
—— (coauthor), New Look at Money and Credit. 6 70
WARD, LEWIS B., Problems in Review: Do You Want a Weak Subordinate? 5 6
WELLS, WILLIAM D., Measuring Readiness to Buy. 4 81

YARNOLD, KENNETH W. (coauthor), Thinking Ahead: Business Can Save 70,000,000 Lives. 6 6
YOUNG, ROBERT B., Keys to Corporate Growth. 6 51

CLASSIFIED LIST OF ARTICLES

(*Number* — Page)

Accounting
Diseases That Make Whole Industries Sick, by Louis E. Newman. 2 87
Lease or Borrow — New Method of Analysis, by Richard F. Vancil. 5 122
Lease or Borrow — Steps in Negotiation, by Richard F. Vancil. 6 138
Premeditated Merger, by George D. McCarthy. 1 74
Who's That? by Robert N. Anthony and Marian V. Sears. 3 65

Administration (see *Organization*)
Businessmen in Power, by Benjamin M. Selekman. 5 95
Code of Conduct for Executives, by Robert W. Austin. 5 53
How Not to Sell Your Company, by Robert L. Chambers. 3 105
How to Stay on Top of the Job, by James C. Harrison, Jr. 6 100
Keeping Informed: Patterns of Delegation, by John S. Ewing. 4 32
Keeping Informed: Revisionist Theory of Leadership, by Warren G. Bennis. 1 26
Keys to Corporate Growth, by Robert B. Young. 6 51
Management Politician, The, by Stephen B. Miles, Jr. 1 99
Problems in Review: Case of the Perplexed President, The, by Edward E. Furash. 3 144
Thinking Ahead: Age of Massive Engineering, The, by Paul O. Gaddis. 1 138
Understanding Leadership, by W. C. H. Prentice. 5 143

Advertising
Consumer Motivations in Black and White: I, by Henry Allen Bullock. 3 89
Consumer Motivations in Black and White: II, by Henry Allen Bullock. 4 110
Keeping Informed: Clues for Advertising Strategists: I, by Donald F. Cox. 5 160
Keeping Informed: Clues for Advertising Strategists: II, by Donald F. Cox. 6 160
Measuring Readiness to Buy, by William D. Wells. 4 81
Problems in Review: Case of the Befuddled Brewers, The, by Stephen A. Greyser. 2 136

Book & Film Reviews
Keeping Informed: Business History for the Businessman, by Arthur M. Johnson. 3 32
Keeping Informed: Clues for Advertising Strategists: I, by Donald F. Cox. 5 160
Keeping Informed: Clues for Advertising Strategists: II, by Donald F. Cox. 6 160
Keeping Informed: Patterns of Delegation, by John S. Ewing. 4 32
Keeping Informed: Revisionist Theory of Leadership, by Warren G. Bennis. 1 26
Keeping Informed: Three Approaches to Organization, by Edward G. Koch. 2 32

Business Reading
Keeping Informed: Business History for the Businessman, by Arthur M. Johnson. 3 32
Profits in Prose, by Langley Carleton Keyes. 1 105

Communication
Information Technology and Decentralization, by John F. Burlingame. 6 121
Management Information Crisis, by D. Ronald Daniel. 5 111
Profits in Prose, by Langley Carleton Keyes. 1 105

Consulting Services
Understanding the Consultant's Role, by Seymour Tilles. 6 87

Control
Management Information Crisis, by D. Ronald Daniel. 5 111
More Scope for Credit Managers, by Robert W. Johnson. 6 109
Problem in Decentralized Financial Control, by John Dearden. 3 72

Defense Business
Thinking Ahead: Arms Control Will Not Cut Defense Costs, by T. C. Schelling. 2 6
Thinking Ahead: Business Can Save 70,000,000 Lives, by Kenneth W. Yarnold and Robert C. Suggs. 6 6

Economic Conditions & Forecasting
Econometrics for Management, by Edward G. Bennion. 2 100
Help From the Company Economist, by Henry B. Arthur. 5 80
Keys to Corporate Growth, by Robert B. Young. 6 51
Prudent-Manager Forecasting, by Gerald A. Busch. 3 57
Thinking Ahead: Arms Control Will Not Cut Defense Costs, by T. C. Schelling. 2 6
Thinking Ahead: Challenge of the 1960's, by Malcolm P. McNair. 5 26
Trojan Horse of Population Growth, The, by Peter L. Bernstein. 2 78

Education for Business
Reaction to University Development Programs, by Kenneth R. Andrews. 3 116

Environment of Business
Keeping Informed: Business History for the Businessman, by Arthur M. Johnson. 3 32
Thinking Ahead: Business Can Save 70,000,000 Lives, by Kenneth W. Yarnold and Robert C. Suggs. 6 6

Executive Compensation
Executive Compensation in 1960, by Arch Patton. 5 152
Global Plan for Salary Administration, by Kenneth E. Foster, Gerald F. Wajda, and Theodore R. Lawson. 5 62
Stock Options Are in the Public Interest, by Henry Ford II. 4 45
Stock Options Should Be Valued, by Edwin D. Campbell. 4 52
What Is an Executive Worth? by Arch Patton. 2 65

Executive Selection
Problems in Review: Do You Want a Weak Subordinate? by Lewis B. Ward. 5 6

Finance & Investment Management
Judgment Factor in Investment Decisions, The, by Ross G. Walker. 2 93
Lease or Borrow — New Method of Analysis, by Richard F. Vancil. 5 122
Lease or Borrow — Steps in Negotiation, by Richard F. Vancil. 6 138
Mathematical Models in Capital Budgeting, by James C. Hetrick. 1 49
More Scope for Credit Managers, by Robert W. Johnson. 6 109
Problem in Decentralized Financial Control, by John Dearden. 3 72
Stock Options Are in the Public Interest, by Henry Ford II. 4 45
Stock Options Should Be Valued, by Edwin D. Campbell. 4 52

Foreign Affairs & International Relations
Cooperation to Solve the Gold Problem, by Henry C. Wallich. 3 47
Industrialism and World Society, by Clark Kerr, John T. Dunlop, Frederick Harbison, and Charles A. Myers. 1 113
Let's Listen to Latin America, by Charles H. Savage, Jr. 4 103
Soviet Marketing — Stronger Than We Think, by D. Maynard Phelps. 4 69

Foreign Trade & Operations
Honorable Picnic, The: Doing Business in Japan, by Dudley L. Miller. 6 79
New Patterns for Overseas Operations, by Gilbert H. Clee and Franklin A. Lindsay. 1 65
This Competitive World, by Peter F. Drucker. 2 131

Government & Business
Company Representative in Washington, The, by Paul W. Cherington and Ralph L. Gillen. 3 109
More Government in Business, by John J. Corson. 3 81
Problems in Review: Is Business Abandoning the Big City? by George Sternlieb. 1 6
Thinking Ahead: Challenge of the 1960's, by Malcolm P. McNair. 5 26

Government Institutions
New Look at Money and Credit, by Henry C. Wallich and Bela Balassa. 6 70

Human Relations
Of Pigeons and Men, by Owen Aldis. 4 59

Labor-Management Relations
Businessmen in Power, by Benjamin M. Selekman. 5 95
Collective Bargaining — Ritual or Reality? by Albert A. Blum. 6 63
Industrialism and World Society, by Clark Kerr, John T. Dunlop, Frederick Harbison, and Charles A. Myers. 1 113
Product Mix for Fringe Benefits, by Joseph H. Foegen. 4 64

Management Training & Development
Management R & D, by Victor M. Longstreet. 4 125
Reaction to University Development Programs, by Kenneth R. Andrews. 3 116

Marketing (see *Advertising, Sales Management, Retailing*)
Company Representative in Washington, The, by Paul W. Cherington and Ralph L. Gillen. 3 109
Customer Loyalty to Store and Brand, by Ross M. Cunningham. 6 127
Marketing as a Science, by Harlan D. Mills. 5 137
Scientific Marketing: Ideal and Ordeal, by Alfred R. Oxenfeldt. 2 51
Selecting Profitable Products, by John T. O'Meara, Jr. 1 83
Soviet Marketing — Stronger Than We Think, by D. Maynard Phelps. 4 69

Marketing & Opinion Research
Consumer Motivations in Black and White: I, by Henry Allen Bullock. 3 89
Consumer Motivations in Black and White: II, by Henry Allen Bullock. 4 110
Keeping Informed: Clues for Advertising Strategists: I, by Donald F. Cox. 5 160
Keeping Informed: Clues for Advertising Strategists: II, by Donald F. Cox. 6 160
Management R & D, by Victor M. Longstreet. 4 125
Measuring Readiness to Buy, by William D. Wells. 4 81
Problems in Review: Case of the Befuddled Brewers, The, by Stephen A. Greyser. 2 136
Tests for Test Marketing, by Benjamin Lipstein. 2 74

Money & Banking
Cooperation to Solve the Gold Problem, by Henry C. Wallich. 3 47
New Look at Money and Credit, by Henry C. Wallich and Bela Balassa. 6 70

Organization
Coming Era in Engineering Management, by Clinton J. Chamberlain. 5 87
How Not to Sell Your Company, by Robert L. Chambers. 3 105
Information Technology and Decentralization, by John F. Burlingame. 6 121
Keeping Informed: Three Approaches to Organization, by Edward G. Koch. 2 32
Line-Staff Is Obsolete, by Gerald G. Fisch. 5 67
Management Information Crisis, by D. Ronald Daniel. 5 111
New Patterns for Overseas Operations, by Gilbert H. Clee and Franklin A. Lindsay. 1 65
Premeditated Merger, by George D. McCarthy. 1 74
Problem in Decentralized Financial Control, by John Dearden. 3 72
Purchasing for Profits, by Dean S. Ammer. 3 135

Personnel
More Value From Personnel Testing, by Andrew H. Souerwine. 2 123
Who's That? by Robert N. Anthony and Marian V. Sears. 3 65

Philosophy of Business
Businessmen in Power, by Benjamin M. Selekman. 5 95
Importance of Being Human, The, by Alvin Pitcher. 1 41

Planning & Analysis
Help From the Company Economist, by Henry B. Arthur. 5 80
Long-Range Planning of Industrial Research, by James Brian Quinn. 4 88
Management R & D, by Victor M. Longstreet. 4 125
Prudent-Manager Forecasting, by Gerald A. Busch. 3 57

Plant & Equipment
Lease or Borrow — New Method of Analysis, by Richard F. Vancil. 5 122
Lease or Borrow — Steps in Negotiation, by Richard F. Vancil. 6 138

Plant Location
Problems in Review: Is Business Abandoning the Big City? by George Sternlieb. 1 6

Price Policies
Diseases That Make Whole Industries Sick, by Louis E. Newman. 2 87

Production
Of Pigeons and Men, by Owen Aldis. 4 59
Thinking Ahead: Age of Massive Engineering, The, by Paul O. Gaddis. 1 138

Purchasing
Purchasing for Profits, by Dean S. Ammer. 3 135
Questions in Company-Operated Transport, by Kenneth U. Flood. 1 127
Thinking Ahead: Materials Age, The, by Henry R. Clauser. 3 6

Religion & Ethics
American Image of Success, The, by Raphael Demos. 2 45
Code of Conduct for Executives, by Robert W. Austin. 5 53
Problems in Review: How Ethical Are Businessmen? by Raymond C. Baumhart, S.J. 4 6

Retailing
Customer Loyalty to Store and Brand, by Ross M. Cunningham. 6 127

Sales Management
Diseases That Make Whole Industries Sick, by Louis E. Newman. 2 87
Mystique of Super-Salesmanship, The, by Robert N. McMurry. 2 113
Specialize Your Salesmen! by George N. Kahn and Abraham Shuchman. 1 90

Statistical Decision Making (see *Marketing & Opinion Research*)
Econometrics for Management, by Edward G. Bennion. 2 100
Information Technology and Decentralization, by John F. Burlingame. 6 121
Marketing as a Science, by Harlan D. Mills. 5 137
Mathematical Models in Capital Budgeting, by James C. Hetrick. 1 49
Selecting Profitable Products, by John T. O'Meara, Jr. 1 83

Technical & Scientific Research
Coming Era in Engineering Management, by Clinton J. Chamberlain. 5 87
Long-Range Planning of Industrial Research, by James Brian Quinn. 4 88
Thinking Ahead: Age of Massive Engineering, The, by Paul O. Gaddis. 1 138
Thinking Ahead: Materials Age, The, by Henry R. Clauser. 3 6
Thinking Ahead: New Technologies for Emerging Economies, by Jack Baranson. 4 144

Training & Development
How to Stay on Top of the Job, by James C. Harrison, Jr. 6 100
More Value From Personnel Testing, by Andrew H. Souerwine. 2 123
Problems in Review: Do You Want a Weak Subordinate? by Lewis B. Ward. 5 6

Transportation
Questions in Company-Operated Transport, by Kenneth U. Flood. 1 127

Wage Policies
Global Plan for Salary Administration, by Kenneth E. Foster, Gerald F. Wajda, and Theodore R. Lawson. 5 62
Of Pigeons and Men, by Owen Aldis. 4 59
Product Mix for Fringe Benefits, by Joseph H. Foegen. 4 64